

Ethnic Channels Group Limited

Application for a national multilingual multi-ethnic television service offering news and information programming as well as other high-quality programming for Canada's diverse communities

For distribution on the digital basic service pursuant to section 9(1)(h) of the *Broadcasting Act*

Broadcasting Notices of Consultation
CRTC 2017-154 and 2017-154-1

6 November 2017



VOICES



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A. Executive Summary

- i) Ethnic Channels Group Limited (“ECGL”) is very pleased to file this application with the Canadian Radio-television and Telecommunications Commission (“CRTC” or “Commission”) for an exciting new national multilingual multi-ethnic television service, entitled **Voices**, that will offer news and information programming as well as other high-quality programming reflective of Canada’s vibrant and growing multicultural communities.
- ii) ECGL is a leading independent Canadian multicultural broadcaster. Established over 12 years ago, we have extensive experience offering a wide range of high-quality third-language ethnic television services to Canadians in more than 20 languages each week. ECGL currently owns, operates and manages more than 80 ethnic and third-language television programming services in Canada and around the world.
- iii) Canada’s multicultural communities are an important and integral part of our country’s demographic and cultural landscape. They very much need, deserve and require a dedicated national multilingual multi-ethnic television service.
- iv) ECGL’s proposed new national multilingual multi-ethnic television service will be an open, accessible and relevant media space for all Canadians, across all provinces and territories in Canada. **Our service will connect Canadians to one another, and will promote inclusiveness, tolerance, awareness and visibility for Canada’s multicultural communities on a national platform.**
- v) To reach a broad audience, we propose national distribution of our service on a **mandatory basis on digital basis**, for Canadians across the country, pursuant to section 9(1)(h) of the *Broadcasting Act*. We propose a **seven-year licence term** for our new national multilingual multi-ethnic television service.
- vi) ECGL has **carefully designed a unique and important television service that will contribute in a very meaningful and exceptional way to the fulfillment of the public policy objectives of the *Broadcasting Act***. We have developed a comprehensive programming strategy that will make an





exceptional contribution to Canadian expression, as well as to the reflection of Canadian attitudes, opinions, ideas, values and artistic creativity on television.

- vii) To achieve this, we will take advantage of the capabilities of existing distribution technologies – which are ideally suited to serving Canada's multicultural communities. In this regard, a key element of our proposal is that **Voices** will provide an important portion of our programming in **multiple languages simultaneously using multiple language feeds**.
- viii) **We will begin by offering programming in 10 different languages using the multiple language feeds in the first year of operation, quickly increasing to 15 in the second year and 20 in the third year. By the fourth year of operation and thereafter, we propose to offer programming in 25 different languages simultaneously using the multiple language feeds.** No other multicultural television service in Canada offers this level of multilingual service or dedication to Canada's diverse audiences.
- ix) We propose to manage, operate and broadcast three distinct regional programming feeds. **The three local feeds will be: Eastern Canada, Western Canada and Central Canada.** This will ensure extensive local and regional reflection of Canada's multicultural communities on **Voices**. **At least 40 hours of content each week on each programming feed will be local or regional news and information programming targeted to communities in each applicable region.**
- x) ECGL will ensure **that at least 90% of the programming on our service** will consist of ethnic programs, as defined in the Commission's *Ethnic Broadcasting Policy*. And, at least **25 ethnic communities** will be served by our service during each broadcast month. Our programming will be available in at least **25 languages during each broadcast month**.
- xi) ECGL will make an **exceptional contribution to Canadian expression**, through both exhibition and expenditure requirements. ECGL will exceed minimum obligations that are normally required of discretionary services, and will ensure that no less than **75% of the broadcast day and 85% of the evening broadcast period (6:00 p.m. to midnight) will consist of Canadian programs**.
- xii) With regard to Canadian programming expenditures, ECGL proposes to **spend a minimum of 60% of revenues on Canadian programming**





throughout the licence term. We propose to spend **3% of the previous year's revenues on Canadian programs of national interest** ("PNI" or "Programs of National Interest") to ensure that Canada's ethnic communities have access to - on a national and cost-effective platform - Canadian programs of national importance, including documentaries, music and variety and a **national annual multicultural awards show**.

- xiii) ECGL's proposed service will make an exceptional commitment to the creation and presentation of **original first-run Canadian programs**. To that end, our new national multilingual multi-ethnic service is committed to broadcasting approximately **170 hours per week of original first-run Canadian programs throughout the licence term, across all three regional feeds**.
- xiv) Our proposed service will **contribute in an exceptional manner to the overall objectives of the digital basic service set out in paragraph 10 of *Criteria for assessing applications for mandatory distribution of its service on the digital basic service, Broadcasting Regulatory Policy 2010-629***, and will contribute in an exceptional manner to a number of key objectives of the *Broadcasting Act* including: maintaining and enhancing Canadian identity and cultural sovereignty, as well as reflecting ethno-cultural diversity and Indigenous peoples in Canadian society on television.
- xv) Our exciting new multicultural and multilingual television service will **focus on third-language local, regional, national and international news and information programming. It will showcase engaging, entertaining and enlightening multicultural and third-language premium and children's programming from Canada and around the world**. Our service will, therefore, provide a varied and comprehensive programming schedule that presents a balance of informative and entertainment programming, at an affordable cost for Canadians across the country.
- xvi) ECGL has developed a **digital strategy** that will complement our national multicultural television service. It will provide our audiences with the opportunity to access, discover and enjoy the programming on our service across platforms where and when they want. It will allow audiences to remain connected to the programming on our service that is important to them.
- xvii) The Commission has recognized that there is an exceptional need for a



national, multi-ethnic television service that can provide Canadians with programming, including news and information programming, in multiple languages from a Canadian perspective.¹ ECGL agrees. We commend the Commission for making this determination and for initiating this public proceeding.

- xviii) The **consumer survey** prepared by **Ethnicity Multicultural Marketing Inc.** for ECGL in view of this application shows there is strong interest and demand for a new national multilingual and multi-ethnic television service in Canada. The Ethnicity Study is attached as **Appendix A** to this Supplementary Brief.
- xix) The Ethnicity Study shows that Canada's ethnic communities are not able to access sufficient local, regional or national news and information programming, in multiple languages, from a Canadian perspective on television today. Additionally, the Ethnicity Study shows there is **widespread acceptability for ECGL's proposed monthly wholesale rate of \$0.23** for our national multilingual multi-ethnic television service.
- xx) To help support and implement our national television service's broad mandate, ECGL will establish a cross-cultural **Advisory Council** for our proposed national television service that will be composed of members of Canada's ethnic communities from across the country. Our Advisory Council will advise on programming strategy matters as well as ethnic and linguistic communities to be served. The Advisory Council will discuss key issues relevant to Canada's diverse communities and serve as an outreach for ethnic communities.
- xxi) ECGL is very excited about this national broadcast opportunity. As a leading multicultural broadcaster in Canada, we have developed close ties within Canada's multicultural communities, the broadcasting and distribution industries, the multicultural independent production community and the global media environment.
- xxii) We understand the profound importance of a comprehensive multilingual multi-ethnic television service to our country's cultural, political, social and economic fabric. According to data recently released by Statistics Canada,

¹ *Call for applications for a national, multilingual multi-ethnic television service offering news and information programming*, Broadcasting Notice of Consultation CRTC 2017-154, 15 May 2017.



fully 78% of recent immigrants to Canada identify a "third-language" (i.e. a language other than English or French) as their mother tongue.

- xxiii) **More than 60% of recent immigrants use a third language most often at home**, rather than English or French.² Connecting with new Canadians, and with more established immigrant populations, and providing a primary level of relevant Canadian news and information programming to these communities should be a priority for our broadcasting system. Our service will fulfill this function for Canadians in all provinces and territories of our country, in 25 different languages, at an affordable cost.
- xxiv) ECGL's proposed national multilingual multi-ethnic television service meets all of the criteria for mandatory distribution on the digital basic service set out in Broadcasting Regulatory Policy CRTC 2010-629. Indeed, our proposed national television service will contribute in a meaningful and exceptional way to the fulfillment of the policy objectives of the *Broadcasting Act*.
- xxv) ECGL is well-positioned to provide a forward-looking, important and exceptional multilingual and multi-ethnic television experience for Canada's ethnic communities. **We urge the Commission to approve our application for a national multilingual and multi-ethnic television service to be distributed on digital basic across the country.**

B. Introduction

1. Ethnic Channels Group Limited ("ECGL") is very pleased to file this application for a new national multilingual multi-ethnic television service that will offer high-quality news and information programming as well as other engaging programming, for distribution on digital basic across Canada,³ at an affordable rate. Our new national service will be called **Voices** and will focus on the

² Statistics Canada, *Linguistic integration of immigrants and official language populations in Canada*, Census of Population, 2016. <http://www12.statcan.gc.ca/census-recensement/2016/as-sa/98-200-x/2016017/98-200-x2016017-eng.cfm>

³ Digital basic includes all DTH, cable and IPTV services, including BDU skinny basic packages established pursuant to Broadcasting Regulatory Policy 2015-96.





presentation of informative and entertaining programming that is relevant to and reflective of Canada's vibrant multilingual and multi-ethnic communities.

2. ECGL is a premier Canadian independent ethnic broadcaster and has proudly served ethnic communities across Canada – and around the world – for over 12 years. We currently own, operate and manage more than 80 ethnic television services that offer programming in more than 20 languages. As such, we have developed a deep understanding of the needs, interests, challenges and aspirations of Canada's many multilingual and multi-ethnic communities. ECGL is very excited about this national broadcast opportunity.
3. **ECGL has carefully designed a unique, forward-looking and exceptionally important television service that will contribute in a meaningful way to the fulfillment of the public policy objectives of the *Broadcasting Act*.** We have developed an innovative and comprehensive programming strategy that will make an exceptional contribution to Canadian expression, and reflects Canadian attitudes, opinions, ideas, values and artistic creativity on television.
4. **A key element of our proposal is inclusiveness for all Canadians. Indeed, *Voices* will serve as a hub for Canada's multicultural communities, and will be an open, accessible and relevant media space for all Canadians across all provinces and territories in the country.** One of the important and innovative ways in which ECGL will achieve this is through the broadcast of programming in **multiple languages simultaneously** during key time slots throughout the broadcast day. Our proposal relies entirely on the capabilities of existing distribution technologies, which are currently not being used to their full potential in Canada.
5. ECGL applauds the Commission for initiating this public proceeding. As leaders and members of the Canadian ethnic media sector, we firmly believe there is an exceptional need and demand for a new national multilingual multi-ethnic television programming service for Canada's ethno-cultural communities that focuses on news and information, and provides other engaging entertainment content to multicultural communities, at an affordable rate. The growing and vibrant multicultural communities in Canada very much need, require and deserve a national television service that reflects Canadian attitudes, opinions, ideas, values and artistic creativity on a regular basis, at an affordable cost.



6. The following outlines in detail our proposal for a national multilingual multiethnic television service for Canadians.

C. About Ethnic Channels Group Limited

➤ ***ECGL's Television Services and Program Offerings***

7. ECGL is a leading ethnic broadcaster in Canada that has focused on serving Canada's ethnic communities since its inception over 12 years ago. We began operating in 2004 with only four Category 2 television services⁴ in **Russian, Tagalog, Vietnamese and Arabic**. Today, ECGL owns, operates or represents over **80 ethnic and third-language television services** that provide high-quality informative and entertaining programming in over 20 different languages to Canadians including: **Arabic, Bengali, Croatian, Farsi, German, Greek, Hebrew, Hindi, Italian, Macedonian, Mandarin, Marathi, Polish, Portuguese, Punjabi, Russian, Serbian, Spanish, Tagalog, Tamil, Ukrainian, Urdu and Vietnamese**.
8. ECGL provides a wide range of screen-based content to Canada's multicultural communities including **news, information, current affairs, magazine-style programs, political commentary, debates, interviews, documentaries, dramatic series, telenovelas, feature films, lifestyle programming including cooking and travel shows, music videos, sports and educational programming**. Please see attached at **Appendix B** a table setting out the list of ECGL's Canadian television programming services (exempt and discretionary Canadian television services).
9. We know of no other broadcaster in Canada with similar experience in multicultural broadcasting as ECGL.
10. We have attached at **Appendix C** letters from multicultural community leaders affirming our strong leadership role as a premier multicultural broadcaster. The following sets out a number of excerpts from the attached letters:
 - *"Ethnic Channels Group Limited is a leading Canadian multicultural broadcaster that is highly committed to providing quality media services to*

⁴ Category 2 services were subsequently designated Category B services, and are now referred to as discretionary services under current CRTC policies.



Canada's ethnic communities. This media company is also a leader in providing a wide range of programming and television services to Canada's South Asian communities. At present, Ethnic Channels Group's extensive ethnic media portfolio includes over twenty South Asian Channels offering programming in Hindi, Punjabi, Tamil, Marathi and Bengali. ECGL knows and understands the importance of multicultural broadcasting in Canada, and the needs for new Canadians to stay connected with their homeland and heritage." Sringeri Vidya Bharathi Foundation Canada, Dr. V.I. Lakshmanan, President.

- *"As an industry leader in multicultural broadcasting, Ethnic Channels Group Ltd. certainly has the knowledge and experience to offer a first-rate national multilingual, multi-ethnic news, information and other programming television station. We strongly support ECGL's application." Kapisanan Philippine Centre for Arts and Culture, Nicole Cajucom, Executive Director.*
- *"Ethnic Channels Group Ltd.'s current portfolio boasts 19+ Arabic services in Arabic- and French-language, offering viewers in Canada a wide range of the very best programming reflective of our community. ECGL has been serving multicultural communities across Canada for over 10 years, and has always been highly respectful of Canada's diversity. For this reason and many others we are hopeful that ECGL will obtain the national, multilingual, multiethnic television service license as we feel there is no better company in our market to best serve the needs of Canada's multicultural communities." Arab Community Centre of Toronto, Huda Bukhari, Executive Director.*
- *"Providing Canadians with access to news and information in their native language with a Canadian perspective is imperative to our immigrant communities, particularly our Mandarin speaking population, which continues to be the top mother-tongue spoken at home outside of English and French [in Canada]. ECGL has the proven expertise to execute this task with respect and integrity." Asian-Canadian Special Events Association, Charlie Wu, Managing Director.*
- *"With many ethnic and third-language television channels in their media group, we believe their depth of knowledge, dedication and know-how in providing multi-ethnic and multilingual media services to Canadians would help make the new station a great success." AfroGlobal, Patricia Bebia Mawa, Executive Vice President.*



➤ ***ECGL's BDU Partnerships***

11. Since inception, ECGL has partnered with Canada's large and small broadcasting distribution undertakings ("BDUs") – across Canada – to bring our diverse multilingual and multi-ethnic program offerings to Canadians in all regions of the country. We understand the importance of working in collaboration with our BDU partners to ensure Canadian audiences can access high-quality multi-ethnic programming services on a daily basis. **Our BDU partners include Atop, Bell Fibe, Cogeco, Comwave, Eastlink, Frontline 360, Bell MTS, Rogers Cable, Sasktel, Shaw Cable, Shaw Direct, Telus, Videotron, V Media and Zazeeen TV.**

➤ ***ECGL's Partnerships in the International Broadcast Market***

12. ECGL has established a strong presence in the international broadcast market. We have developed important partnerships with ethnic, third-language and mainstream broadcasters in all regions of the world. This has allowed us to offer Canadian audiences some of the best programming the world has to offer. Our international partners include some of the world's leading multicultural media companies, distributors, producers and content creators including **ZeeTV (India), Rai International (Italy), ProsiebenSat 1. Welt (Germany), beIN Sports (Middle East), Gazgolder Records (Russia), Zodchie (Ukraine) and Multimedios (Mexico).**
13. ECGL has put considerable effort into promoting the strength of Canadian television media platforms, high-tech services and screen-based content in international markets. As a result of our strong and active participation in the world's media environment, **we fully appreciate that in today's global economy, Canadian broadcasters must also look to the international media markets to ensure success at home.**

➤ ***Background of ECGL's Founders***

14. Slava Levin is one of the cofounders and CEO of ECGL, and is a first generation immigrant to Canada. Slava and his family immigrated to Canada in the mid-1970s. Over the years, he has experienced firsthand the important and essential role media services play in the lives of Canada's ethnic and immigrant communities. As a young adult, Mr. Levin observed the limited number of third-language media options available for new Canadians, including his parents. He saw an important cultural opportunity to expand media





offerings for Canada's ethno-cultural communities.

15. Over the last 12 years, ECGL has experienced the indispensable and growing role ethnic media services play for immigrant and ethnic communities in Canada. Ethnic services are the key source for news and information and entertainment programming for third-language audiences. ECGL has seen the important cultural bridges ethnic media services create between old and new countries. ECGL has also seen how ethnic services have helped new Canadians integrate into Canadian society, while maintaining their cultural heritage, as well as how ethnic media services have created a greater understanding and tolerance of minority communities in Canada.

➤ ***ECGL Production Facilities, Productions & Multicultural Independent Production Community***

16. ECGL operates state-of-the-art production studios from our newly built broadcast and production facilities in Markham, Ontario. In these full-service facilities, ECGL's wholly owned production company, ECG Productions Ltd., oversees the production of a wide range of screen-based content including news segments, magazine shows, current affairs, interviews with community leaders, politicians, artists and foreign dignitaries, documentaries, musical content, and commercial messages. In 2016 and 2017, we proudly produced more than 1,000 hours of a wide range of multicultural Canadian programming, including news and current affairs programming, arts and entertainment content, documentaries, faith-based content as well as programming that celebrates and reflects Canada's diverse communities through national holidays, festivals, concerts, exhibitions, public performances, sports and children's events.
17. Another important area of ECG's production activities is the creation of programming aimed solely at acquainting members of different ethnic groups, particularly newcomers, with information about Canada. This original content focuses on Canada's history, culture, traditions, urban centres and rural communities, provinces, flora, opportunities for travel and recreation.
18. We have also produced a number of important productions with the support of and in collaboration with the CMF and Telefilm Canada. For instance, we recently completed a musical documentary series entitled ***Sounds of Canada***. This documentary series showcases the musical culture of various ethnic groups and nationalities living in Canada. This project is designed to run





for several seasons. The first season featured music in Arabic, Russian, Ukrainian, Yiddish, Hungarian, Hindi, Spanish, Tagalog (Filipino) and Italian languages, as well as an episode in English dedicated to Celtic music.⁵ We are now filming the second season of *Sounds of Canada*, which will present the musical culture of Indigenous Peoples, Portuguese, Germans, Vietnamese, Greeks, Japanese, Poles, Iranians, Romanians, and people from African countries.

19. We have begun working on two additional large 10-episode productions. One is entitled the *Tastes of Canada* which showcases multinational cuisine presented today in Canada. Another recent project showcases the stories of 10 immigrant women from different countries who have succeeded in Canada. As we outline further below, we plan to air these productions on *Voices* for Canadians across the country to enjoy, in the event our application is approved.
20. We have post-production and editing suites as well as multiple sound stages.
ECGL offers the use of its studio facilities to independent producers including numerous independent producers from Canada's multicultural communities.
21. ECGL has produced programming in the field for broadcast on our multicultural services and for international distribution. We have produced and filmed a wide range of events including cultural, performing arts, national holidays, community and breaking news events in the field for many of our services.
22. ECGL has developed strong relations with the multicultural independent production community in Canada. We have worked with Canadian multicultural independent producers to create programming for our services, as well as other broadcasters in Canada and around the world. We have assisted Canadian producers with the distribution of their content in the international market place. We look forward to continuing to work with the Canadian multicultural independent production community, should our application be approved.

⁵ For more information about this production, please see: www.soundsofcanadaseries.com.



➤ ***ECGL is a Technology Company***

23. ECGL is an innovative communications and technology company that strives to remain at the cutting edge of technological developments. In addition to creating ground-breaking, high-quality screen-based content at our new broadcast and production facility, ECGL offers transport and distribution services, using leading edge technologies developed by ECGL, to media companies in Canada and around the globe. ECGL has manufactured hardware to streamline broadcast costs while ensuring the highest level of quality for television broadcasting.
24. In addition, ECGL was one of the first media companies in Canada to embrace over-the-top (“OTT”) technology and one of the first media companies to offer OTT services to Canadian consumers through our NexTV service. We have OTT platforms for ethnic programming services in Canada, and for international ethnic broadcasters, such as ZeeTV, the world’s largest and leading South Asian broadcaster based in India. Moreover, through this experience, ECGL has developed internet-based transport services to assist broadcasters in Canada and around the world.

➤ ***Ethnic Representation on and off the Screen at ECGL***

25. A point of great pride for our company is that a significant portion of ECGL’s workforce and executive colleagues are drawn from Canada’s diverse cultural communities. This allows ECGL to have a deep understanding of the ethnic experience in Canada, and to provide the best possible and highly relevant service to our audiences on-air, across all platforms. It allows us to respond to the changing needs of the communities and citizens that we serve, and ensure their experiences are well reflected in the content and services we provide. This allows ECGL to be able to adapt to the ever-changing make up of Canada’s ethno-cultural demographics in a timely and responsive manner.
26. On-air, ECGL’s television services offer thousands of hours of ethnic and third-language content that reflects Canada’s diverse communities during each broadcast year. Behind the scenes, ECGL employs approximately **75 individuals**, the vast majority of whom are first generation immigrants from around the world including **India, Russia, the Philippines, the Ukraine, Italy, Israel, Croatia, Romania, Moldova, Poland, Serbia, Sri Lanka, Kazakhstan and**





Guatemala.

27. Our company's, background, workforce and vision for the future positions us very well to launch an exciting new and innovative national multilingual multi-ethnic television programming service that will serve as a hub, and an open, accessible and relevant media space for Canadians of all cultural and ethnic backgrounds, at an affordable rate.

D. Canada's Multicultural Communities

28. Canada's multicultural communities are an important and integral part of Canadian society. As the last Speech from the Throne recently pointed out:

"Diversity is Canada's strength...Canada is strong because of our differences, not in spite of them. As a country, we are strengthened in many ways: by our shared experiences, by the diversity that inspires both Canada and the world, and by the way that we treat each other."

...

*The Government will make it easier for immigrants to build successful lives in Canada, reunite their families, and contribute to the economic success of all Canadians."*⁶

29. **ECGL fully agrees.** Our country's strength is grounded in its diversity. Based on the 2016 Census, Canada has a population of approximately 7,540,830 foreign-born individuals. They represent 21.9% of the total population in Canada. Indeed, 1 in 5 Canadians today is born outside of Canada. This is the second highest level of foreign-born individuals since confederation. Further, among the G8 countries, Canada had the highest proportion of foreign-born population. This was well above Germany at 13% of the population in 2010, and the US with 12.9% of the population in 2010. Statistics Canada also projects that by 2031, the proportion of foreign-born people in Canada will increase from 21.9% in 2016 to between 25 and 28% by 2031.

⁶ Speech from the Throne to Open the First Session of the Forty-second Parliament of Canada, 24 November 2016.



30. The following table shows the breakdown of Canada's largest multicultural communities based on the 2016 Statistics Canada Census.

Table 1: Top 30 Languages in Canada by Mother Tongue		
	Language	Population
1	Mandarin	592040
2	Cantonese	565270
3	Punjabi (Panjabi)	501680
4	Spanish	458850
5	Tagalog (Filipino)	431380
6	Arabic	419890
7	German	384035
8	Italian	375635
9	Iranian languages	242805
10	Portuguese	221540
11	Persian (Farsi)	214200
12	Urdu	210815
13	Russian	188255
14	Polish	181710
15	Vietnamese	156425
16	Korean	153425
17	Tamil	140720
18	Hindi	110640
19	Gujarati	108780
20	Greek	106525
21	Ukrainian	102485
22	Dutch	99020
23	Romanian	96665
24	Bengali	73125
25	Creole; n.o.s.	64105
26	Hungarian	61235
27	Serbian	57350
28	Croatian	48200
29	Japanese	43640
30	Somali	36755

Source: Statistics Canada Census 2016



Total visible minority population	7,674,580
South Asian	1,924,635
Chinese	1,577,060
Black	1,198,540
Filipino	780,125
Latin American	447,325
Arab	523,235
Southeast Asian	313,260
West Asian	264,305
Korean	188,710
Japanese	92,920
Visible minority	132,090
Multiple visible minorities	232,375
Not a visible minority	26,785,480

Source: Statistics Canada Census 2016

31. It is important to appreciate Canada's extensive language diversity. **Fully 78% of recent immigrants to Canada identify a "third-language" (i.e. a language other than English or French) as their mother tongue. More than 60% of recent immigrants use a third language most often at home**, rather than English or French. In other words, a higher proportion of newcomers to Canada now speak a language other than English or French than has previously been the case. The overall language composition is different in Quebec compared to the other parts of Canada, but even still, 68% of more recent immigrants in Quebec have a third-language as a mother tongue (compared to more than 80% in other parts of Canada). The following table prepared by Statistics Canada illustrates the phenomenon of the increasing presence of third languages in the immigrant population over time:



Table 3: Distribution of the immigrant population, by mother tongue and period of immigration, Canada, Quebec and Canada outside Quebec, 2016

Table summary

This table displays the results of Distribution of the immigrant population. The information is grouped by Mother tongue (appearing as row headers), Period of immigration, Before 1981, 1981 to 2000, 2001 to 2010, 2011 to 2016 and Total, calculated using percentage units of measure (appearing as column headers).

Mother tongue	Period of immigration				
	Before 1981	1981 to 2000	2001 to 2010	2011 to 2016	Total
Percent (%)					
Canada					
Total	100.0	100.0	100.0	100.0	100.0
English	39.1	19.9	16.7	15.7	23.3
French	3.5	3.2	4.8	5.9	4.1
Other language	57.3	76.9	78.5	78.5	72.5
Quebec					
Total	100.0	100.0	100.0	100.0	100.0
English	13.8	6.9	4.9	5.1	7.5
French	20.9	18.8	22.9	26.6	22.0
Other language	65.3	74.3	72.2	68.3	70.5
Canada outside Quebec					
Total	100.0	100.0	100.0	100.0	100.0
English	42.7	21.9	19.0	17.9	26.0
French	1.1	0.9	1.3	1.4	1.1
Other language	56.2	77.3	79.7	80.7	72.9

Note: To simplify, multiples responses have been equally redistributed between language categories.
Source: Statistics Canada, Census of Population, 2016.

32. It is ECGL's experience that newcomers to Canada gravitate to programming in their mother tongue – whether this programming is found in the broadcasting system, or from non-Canadian sources. Given the size, strength, importance and expected growth of multicultural communities to Canada and Canadian society, a new and permanent national multilingual and multi-ethnic television service that focuses on news, information and other entertaining and informative programming – with substantive levels of content in multiple





languages – is highly appropriate and very much needed.

E. The CRTC's Call for Applications for a National Multi-ethnic Television service offering News and Information Programming as well as other High-quality Content

33. On 15 May 2017, in issuing its licence renewal decisions for the large station groups, the Commission recognized there is **an exceptional need for a national, multilingual multi-ethnic television service that can provide Canada's ethno-cultural communities with programming, including news and information programming, in multiple languages from a Canadian perspective.**⁷ The Commission came to this conclusion following a request by Rogers Media Inc. ("Rogers") for a broadcasting licence to operate a national, multilingual multi-ethnic discretionary service to be known as OMNI Regional.
34. The Commission found in Broadcasting Decision 2017-152, that Rogers' proposed multi-ethnic service did not fully meet the Commission's expectations for such a service, particularly with respect to long-term viability, the small portion of the program schedule allocated to newscasts and the lack of specific amounts of regionally reflective programming in the proposal. In light of the extraordinary need for a national multilingual multi-ethnic television programming service for Canada's ethnic communities, **the Commission approved Rogers' application on an interim three-year basis, with no chance of renewal**, while the Commission conducts a competitive proceeding to consider applications for national television programming services that meet the needs of Canada's third-language communities.
35. **ECGL is very pleased the Commission has launched this public proceeding.** We are also very pleased to participate in the first competitive licensing proceeding for a national multilingual and multi-ethnic television service for Canadians. As a broadcaster committed to serving Canada's many ethnic and third-language communities for more than 12 years, we understand the need and importance of providing a national multilingual multi-ethnic television programming service to Canada's diverse communities. Such a national multicultural service will meet

⁷ *Call for applications for a national, multilingual multi-ethnic television service offering news and information programming*, Broadcasting Notice of Consultation 2017-154, 15 May 2017 ("BNC 2017-154").



key public policy objectives of the *Broadcasting Act*, in particular section 3(1)(d)(iii) which states:

“Through its programming and the employment opportunities arising out of its operations, serve the needs and interests, and reflect the circumstances and aspirations, of Canadian men, women and children, including equal rights, the linguistic duality and multicultural and multiracial nature of Canadian society and the special place of aboriginal peoples within that society.”

36. Licensing a national multilingual multi-ethnic television programming service is consistent with the Commission’s *Ethnic Broadcasting Policy*, which states:

“The Commission considers that the primary goal of the [Ethnic Broadcasting] policy is to ensure access to ethnic programming to the extent practicable given resource limitations. The policy will continue to provide a framework for broadcasting that fosters opportunities for greater understanding among people with different cultural backgrounds.

The Commission has designed the policy to increase flexibility for ethnic stations, to reduce regulation where possible, and to respond to the evolution within ethnic groups and in Canadian society at large.”⁸

37. Indeed, Canada’s multicultural communities are an important and fast-growing segment of our country’s population, and should most certainly have a dedicated national multilingual multi-ethnic service that focuses on news and information as well as other programming, available at an affordable rate.

F. Extraordinary Need for a new National Multilingual Multi-ethnic Television Service

38. ECGL retained Ethnicity Multicultural Marketing Inc. (“Ethnicity”), a leading Canadian multicultural marketing and research firm, to determine the level of interest and demand for a new national multilingual multi-ethnic television service, distributed broadly on the digital basic tier, at an affordable rate. We

⁸ *Ethnic Broadcasting Policy*, Public Notice CRTC 1999-117, par. 5 and 6.



have attached at **Appendix A** a copy of the Ethnicity research report prepared in August and September 2017 (“Ethnicity Report”).

39. As the Commission will note, the Ethnicity Report shows **there is an extraordinary need and interest in a new multilingual multi-ethnic television service in Canada**. In this regard, nearly 80% of survey respondents stated they wished there was more ethnic and multicultural television programming available on television. **Nearly 90% of survey respondents indicated they believed having access to news and information programming in one’s mother tongue is an important Canadian value**. The Ethnicity Report shows that only about 25% of survey respondents are very satisfied with current ethnic television programming, with 77% saying they wish there were more ethnic/multicultural TV programming available.
40. The Ethnicity Report shows that most respondents (93%) believe that **diversity is a fundamental characteristic of Canadian society**, that they are proud to live in a country that is home to many different cultures (93%), and that it is important to know about different cultures in their communities (92%). The study conducted by Ethnicity shows that survey respondents believe **ethnic television programming will help build awareness of other cultures in Canada and will promote cross-cultural understanding**.
41. Moreover, a very strong majority of the survey respondents found a new television service such as ECGL’s **Voices** was appealing, and said they are likely to watch it (85%). Hence, the study prepared by Ethnicity for ECGL confirms there is indeed an extraordinary need for a new national multilingual multi-ethnic television service available at an affordable rate.

G. ECGL’s Proposed National Multilingual Multi-ethnic Television Service for Canadians

42. In responding to the CRTC’s call for applications set out in BNC 2017-154, ECGL has **carefully designed a unique and innovative national multilingual multi-ethnic television programming** service that focuses on inclusiveness, tolerance, awareness and extensive access for Canadians across the country. Our innovative television service celebrates the multicultural nature of Canadian society and ensures Canadians from a broad range of ethnic and





multicultural backgrounds will have access to engaging, informative, enlightening and entertaining content on Canadian television on a regular basis, at an affordable rate.

43. The following outlines our proposals for **Voices**, our new national multilingual multi-ethnic television service. For ease of reference we have set out at **Appendix D** a summary of our proposals, and at **Appendix E** proposed conditions of licence that would be suitable for the service, should the Commission approve our application.
44. Our proposed national service will provide an important hub in mainstream media for multicultural communities across Canada. It will be a meeting place for Canada's diverse communities providing access to relevant, informative, empowering and inspiring Canadian and international programming. It will serve to increase awareness and understanding about the many multicultural communities who call Canada home.
45. **Voices will focus predominantly on third-language local, regional, national and international news and information programming.** Our national television service will provide high-quality informative and engaging content for Canadian citizens who are eager to learn more about our nation's vibrant multicultural communities.
46. **In addition, our proposed national television service will showcase engaging, entertaining and enlightening multicultural and third-language premium programming from Canada and around the world.** Our balanced and diverse programming schedule will include community access programming as well as educational content for our viewers. Please see attached at **Appendix F** for a detailed sample 7-day schedule (for three regional feeds) for our proposed national multilingual and multi-ethnic television service.

➤ ***A National Service with At Least Three Regional Feeds***

47. To meet the needs of Canada's growing and diverse multicultural communities across all provinces and territories, we propose that **Voices** operate and broadcast at least three distinct regional programming feeds that will provide original local and regional Canadian programming relevant to Canadian multicultural audiences, throughout the broadcast day. **The three local feeds will serve audiences in Eastern Canada, Western Canada and**





Central Canada.

48. **In addition, subject to ECGL entering into a programming sharing arrangement with the sole existing local ethnic television service licensed in the province of Quebec (ICI Télévision), ECGL would offer a fourth local feed targeted specifically to ethnic communities in that province.** This service would incorporate ECGL's national and regional news programming (including news content targeted specifically to the Quebec market), and other local and regional content for Quebec's specific ethnically diverse communities.
49. ECGL will establish offices and studios in each of the regions in which we will operate. We will engage individuals in each region including journalists, content creators and sales people to ensure our station reflects the interests, concerns and issues of importance to our audiences. We will establish facilities in each region to ensure our service has individuals closely connected to the communities to allow our service to adapt to the ever-changing make up of Canada's ethno-cultural communities.
50. To ensure that Canada's ethnic communities across the country have access to local and regional programming, ECGL is committed to ensuring that **Voices** offers at least **40 hours of local and regional programming** for each of the initial three regional feeds that we will provide. This programming will consist in large part of news and information programming dedicated to Canada's largest ethno-cultural communities.
- ***Multiple Language Feeds During Each Broadcast Day***
51. An important and key element of our programming strategy for **Voices** is **that we will offer programming in multiple languages simultaneously throughout the broadcast day. We will begin by offering this programming in 10 different languages in the first year of operation using the multiple language feeds. We will increase the number of language feeds to 15 in the second year, 20 in the third year and to 25 by the fourth year of operation.**
52. **We have developed this inclusive and innovative approach to providing multilingual and multi-ethnic programming to Canadians to ensure the largest number of Canadians from diverse communities can access programming on our channel, in their language, on a regular basis.**



53. Currently, multi-language ethnic broadcasting services are limited in the scope of third-language communities they can serve by the use of a single audio feed. This is the case even though existing technologies permit the use of multiple language feeds to accompany a common video signal. Because existing ethnic services currently use only a single audio feed (with perhaps a second feed for described video), there is a direct but inverse relationship between the number of languages offered on an ethnic service, and the amount of programming time devoted to each language: the more languages, the less time per language.
54. However, existing digital technology makes this traditional approach outdated. It is a straightforward process to offer different audio tracks to accompany a single video signal. In fact, this is already done on a regular basis to offer a described video audio feed in tandem with a "standard" audio feed. The programming service delivers a common video feed of the service together with two different audio tracks. The BDU then distributes these tracks to the viewers, who select between them, typically using a secondary audio program (or "SAP") button on the viewer's remote device.
55. **Voices** would overcome the inherent limitations of the traditional approach by offering multiple audio tracks in different languages simultaneously to accompany our programming. We will offer these multiple audio tracks, focusing mainly on our news and information programming. As noted above, the number of languages for multiple language track programming will increase steadily year-to-year, resulting in **at least 25 different language feeds by the fourth year of the licence term.**
56. The technology used by ECGL to deliver the audio content on **Voices** is already deployed across the broadcasting industry in Canada and is available for use. The key difference between ECGL's proposal and the existing use made to deliver described video content is that BDUs may not wish to offer the content on the same numeric channel – with separate audios accessed through the remote control device (as described video is now offered). Rather, it may be technically simpler for the BDU, and easier for the consumer, to offer the same video feed with separate audio feeds on different assigned numeric channels within the EPG channel lineup. We note this method results in the use of **no** additional bandwidth by the BDU beyond what would typically be used to distribute a standard television programming service. The assignment of different channel numbers to the different language versions of the service does **not** require the distribution of multiple video feeds.



57. News and information programming is well suited to the production of multiple language feeds. Production techniques will be employed to emphasize voiced-over visual content rather than a traditional anchor format.
58. We know of no other multicultural service in Canada that offers this level of multilingual service to Canadian audiences. By offering multiple language feeds, the proposed service will overcome the inherent limitation of a single audio channel and multiply, by many times, the level of service available to different language communities. Whereas the traditional television model allows only the very largest third-language groups to receive daily programming, our model allows the delivery of a significantly greater number of programming in different languages, to provide a meaningful level of service to a full range of third-language communities in Canada.

➤ ***ECGL's Proposed Service Focuses on News and Information Programming***

59. Our proposed national multilingual multi-ethnic television service will be weighted towards providing audiences with local, regional, national and international news and information programming. In this regard, we anticipate that approximately **80% of *Voices'* schedule** will consist of news and information programming, on a weekly basis.
60. ECGL has also developed a unique and innovative approach to providing news and information programming to Canadians. In this regard, **we will produce and broadcast two three-hour news programs daily, Monday to Friday that will feature the key issues of the day, using the multiple language feeds. We also propose to offer one three-hour of such news segments on Saturday and Sunday mornings.** This new and fresh approach to the broadcast of news programming will ensure Canadians across a wide spectrum of cultural groups are kept apprised of Canada's and the world's leading issues, from a Canadian perspective.
61. As stated above, the news programming on ***Voices*** will include at least **40 hours** per week of local and regional news directed to each region. We have reserved the **prime-time portion of our weekday schedule for local and regional ethnic news and information programming created in each of the regions for which a feed is offered.** We will reserve a portion of our weekend schedule for programming directed to various distinct ethno-cultural communities in



Canada, as shown in our sample program schedule attached at **Appendix F**.

62. The local news and information broadcast on **Voices** will cover a wide range of topics important to Canada's multicultural communities including information about key issues and events of the day relevant to Canada's multicultural communities. It will provide updates on cultural events taking place in the local communities across the country.

63. Indeed, **Voices** will be a trusted and reliable source of news and information for Canada's multicultural communities. We will cover news stories and issues that are important to Canada's multicultural communities across the country from a Canadian perspective such as:

- Housing
- Education
- Employment
- Employment equity, pay equity
- Health and Health care
- Drug epidemics
- The economy
- Politics, at all levels of government
- Environmental issues
- Technology trends
- Business news
- Financial news
- Entertainment and the arts
- Cultural events and festivals
- Access to services
- Women's issues

64. We have attached at **Appendix G** a description of the types of programs that we propose to broadcast on **Voices** (the sample schedule is attached as **Appendix F**).

➤ ***Sample Programs to be Broadcast on our New National Multilingual Multi-ethnic Television Service***

65. The following provides an outline of some of the key programs we will develop, produce, commission and licence for our new national television service **Voices**. In addition to the news and information programming





outlined above, our schedule will include a **one-hour daily current affairs and cultural magazine show** that will be broadcast daily Monday through Friday. This program will discuss issues important to Canada's multicultural communities, and will include in-depth analysis and interviews with leaders (community, business, political leaders and otherwise) from a broad range of backgrounds. This program will allow Canadians to learn more about issues important to Canada's multicultural communities, while at the same time learning more about these communities and what they value.

66. We propose to produce and broadcast a program entitled ***Welcome to Canada*** that will assist new Canadians with their integration into Canadian society and Canadian life. Arriving in a new country as an immigrant or refugee of course provides many opportunities, but also presents many, many challenges, stumbling blocks and difficulties for new Canadians, particularly for those who do not speak English or French. We propose to offer tips on how to navigate the health care system, how to obtain provincial health insurance, how to open a bank account, the education systems in Canada. How one might go about obtaining a new employment position or a new home.
67. As part of the news and information programming broadcast on our national multilingual and multiethnic service, we propose to produce and broadcast a new program entitled ***Her Voice***. This program will be produced and hosted by women from diverse communities for women of ethnic descent. It will discuss a wide range of issues relevant to women such as employment, Canadian law, Canadian politics, financial planning, education from early childhood education to post-secondary education and graduate studies, politics, literature, spousal abuse, housing, travel, cooking and the arts.
68. ECGL also wishes to create a weekly time-slot in ***Voices*** schedule for the broadcast of informative, engaging and enlightening ***Canadian documentary programming*** relevant to Canadian multicultural communities. The Commission has identified long-form documentaries as programs of national interest. ECGL agrees these productions are an important part of our country's cultural landscape, and shed important light on a plethora of important issues and topics for Canadians. We will use this time-slot in our schedule to broadcast Canadian documentary productions to allow Canada's multicultural communities to have the opportunity to access programming that delves into issues important to these communities.



69. Programming that we will feature in our Canadian documentary time-slot will include both programming produced in-house and by Canadian independent producers.
70. As noted above, ECGL has extensive experience with the documentary format. As outlined above, we have recently completed a documentary series that sheds a close spotlight on musical arts and performances from around the world from a Canadian perspective entitled ***Sounds of Canada***. We are also working on a documentary series on Canadian women immigrants who have achieved success in their professional lives. It is these types of productions that we would feature in our documentary window on our new proposed national service.

➤ ***Extensive Ethnic Reflection on our National Multilingual Multi-ethnic Television Service***

71. Moreover, ECGL proposes to ensure at least **90% of the programming broadcast on *Voices* will consist of ethnic programming**. This is well above the 60% requirement set out in the Commission's *Ethnic Broadcasting Policy*. Moreover, our evening and prime-time weeknight schedules will focus on programming that speaks directly to ethnic communities, and that is reflective of their experiences.

➤ ***Exceptional Support for Canadian Programming: Expenditures, Exhibition and PNI programming***

72. ECGL's proposed national service will provide exceptional support for Canadian programming through both commitments to exhibition and expenditures. In this regard, we propose to ensure **no less than 75% of the broadcast day and 85% of the evening broadcast period (6:00 p.m. to midnight) will consist of Canadian programs**. We also propose to expend at least **60% of the previous year's revenues on Canadian program expenditures ("CPE") throughout the licence term**. This expenditure level is well above most licenses discretionary services including mainstream and multi-ethnic services.

73. Canadian programs on our national service will include:

- News and information programming (local, regional, national and world news)
- Magazine programming



- Documentaries
- Music and variety
- Awards show(s)
- Children's programming.

74. ECGL is also highly committed to supporting the creation of original first-run programming for our national multilingual multi-ethnic television service. To that end, we anticipate that **the bulk of our CPE expenditures will be spent on original Canadian programs.**

75. ECGL proposes to provide strong support for **programs of national interest or PNI** on our national multilingual multi-ethnic television service. In this regard, we propose to spend 3% of revenues on PNI programming. These nationally important programs will include Canadian documentaries broadcast on our service on a weekly basis. We propose to produce and broadcast music and variety PNI programming for all Canadians to access content that celebrates the musical traditions of many of our multicultural neighbours, from across the country, as well as children's programming, for our younger viewers as outlined further below.

76. We plan to produce and broadcast an **annual multicultural awards show** that will showcase excellence in multilingual and multi-ethnic broadcasting. This will be the first of its type in Canada and will feature Canadian talent and leading figures in broadcasting from multicultural communities.⁹ We note the CRTC has recognized a number of Canadian awards shows as Programs of National Interest. None of these awards shows, however, specifically celebrate or feature members of Canada's multicultural communities. ECGL will, therefore, seek CRTC authorization for our proposed awards show to be recognized as a formal Canadian Program of National Interest, if our application is approved.¹⁰

⁹ The CRTC's existing list of awards shows that qualify as programs of national interest consist of the following shows: Alberta Motion Picture Industry Awards, Canada's Walk of Fame, Canadian Aboriginal Music Awards, Canadian Video Game Awards, Gala de l'ADISQ, Gala de la Trille d'Or, Gala des Oliviers, L'autre Gala de l'ADISQ, Les prix Eloizes, Les prix Gémeaux, MuchMusic Video Awards (MMVAs), Soirée des Jutra, Soirée Excellence La Presse, the Aboriginal Peoples Choice Music Awards, the Canadian Country Music Awards, the Canadian Screen Awards/Les prix Écrans canadiens, the East Coast Music Awards, the Giller Prize, the Indspire Awards and the Junos. See http://www.crtc.gc.ca/eng/info_sht/tv15.htm.

¹⁰ This request will be made in accordance with *Definitions for television program categories*, Broadcasting Regulatory Policy 2010-808.



➤ **Premium International Content to be Showcased on our National Service**

77. To round out our program schedule, our proposed national service will broadcast some of the world's best international entertainment and lifestyle programming. As mentioned above, ECGL has developed strong partnerships with broadcasters from around the world. These partnerships provide us with access to some of the world's best multicultural and multilingual programming. We, therefore, propose to showcase programming from the international broadcast community including programs distributed by ZeeTV, RAI International, RTVi, Rotana and many others.

➤ **Children's Programming**

78. We propose to schedule **Children's programming daily** on our service to allow children to access programming that speaks to them in their mother tongue. This will allow young Canadians from diverse cultures to develop and maintain the language from their or their parents' homelands. The children's programming feature on our service will include Canadian and non-Canadian programs. An example of the type of children's programming that would be broadcast on our service includes the delightful Canadian independently produced program **Miaomiao**, which helps children learn and practice Mandarin.

H. Digital Strategy for our Proposed Service

79. ECGL has developed a comprehensive **digital strategy** that will complement our **Voices** and allow our audiences to access leading content featured on our national television service across multiple platforms, where and when they choose. Indeed, a solid online and mobile presence will be integral to our new multilingual multi-ethnic national television service. ECGL has a strong technical team of engineers and programmers. As such, we will use their expertise and creativity to further connect with audiences and allow our programming to reach a broader audience.

80. Our digital strategy will include developing and maintaining a **well-curated website, rich in content**, with extensive information about our programming, leading news stories from Canada and internationally,





details about important local, regional and national events, as well as information about arts and culture relevant to Canada's multicultural communities. Our website will also feature programming details, updated broadcast schedules, as well as program segments featured on our national service, where rights permit. Our website will offer **pod casts** of our leading programs.

81. ECGL will develop a **mobile app** for our service to allow our audiences to enjoy our programming on the device of their choice, wherever they choose. Our mobile functionality will allow our audiences to access short video clips of key news segments taking place in their communities. **Voices** will have a very active presence in **social media**, and will regularly engage with our audiences through *Facebook, Instagram, Twitter, Reddit and Snapchat*. We will explore meaningful ways to capitalize on emerging social media platforms to ensure we are connected and remain relevant to our audiences at all times.

I. Advisory Council for our Proposed Service

82. ECGL is highly committed to ensuring that our national television service is reflective of Canada's multicultural communities, and will be accessible to Canada's many diverse communities. To help meet these important objectives, ECGL will create a national **Advisory Council** to strengthen our national television service's mandate of inclusiveness. Our Advisory Council will, therefore, advise our national television service on a range of important matters, including:

- the service's programming strategy to ensure underrepresented groups are well reflected on-air;
- ethnic and linguistic communities to be served to reflect regional demographics throughout the licence term;
- issues of significant importance to Canada's diverse communities and how they may be incorporated into our service's programming;
- community outreach to ensure ethnic communities across Canada





have access to and are involved with ECGL's national multilingual multi-ethnic television service.

83. Our Advisory Council will be comprised of eight to 12 individuals from across the country and will be representative of Canada's ethno-cultural communities. Each individual will be appointed for a two-year period. **We have had discussions with a number of community and business leaders from Canada's diverse communities, many of whom have indicated they would be very pleased and interested in participating on our Advisory Council.**

J. Strong Business Plan that Supports ECGL National Multilingual Multi-ethnic Television Service

84. ECGL has developed a strong, sound and viable business plan for our proposed national multilingual multi-ethnic television service. To achieve the above-mentioned ambitious programming and broadcasting plans, ECGL proposes a **monthly wholesale rate of \$0.23 per month**. This will ensure:

- at least **25 ethnic groups** will be served during each broadcast month;
- by the 4th year of operation, programming in at least **25 languages broadcast simultaneously** in our schedule during each broadcast week;
- programming in at least **25 languages** during each broadcast month;
- **at least 90% of the programming** broadcast on our service will consist of **ethnic programming** during each broadcast month;
- **at least 90% of the programming broadcast on our new national multilingual and multi-ethnic service will consist of** third-language programming;
- an exceptional commitment to Canadian programming through both expenditures and exhibition proposals;
- an exceptional commitment to the creation of original Canadian



programming, with at least **170 hours of original Canadian programs** broadcast on our service during each broadcast week, across all three regional feeds;

- Canadian programs of national interest including a Canadian documentary series, a **Canadian multicultural performing arts series and a national multicultural broadcasting awards show**;
- a strong commitment to broadcasting programming that fosters awareness and understanding of other cultures in Canada, including an original weekday magazine show, arts and entertainment, a multicultural documentary series and lifestyle programming;
- a focused mandate to promote inclusiveness and to provide programming that will assist new Canadians to establish their new lives in Canada;
- access to premium international screen-based content including feature films, children's programming, dramas, telenovelas and information-based content.

85. To achieve the above-noted exceptional commitments, broad distribution of **Voices** on the **digital basic tier** in all provinces and territories of Canada is essential. The market research conducted by Ethnicity for ECGL also shows Canadians are very comfortable with a **wholesale rate of \$0.23** for our proposed service. As a sophisticated and highly experienced multicultural broadcaster, we are certain we are able to meet the extensive programming commitments we have outlined in this submission if a mandatory distribution order is granted requiring BDUs to carry our service on the digital basic service across the country.

86. With an adequate wholesale rate and revenues derived from commercial air-time, it is our respectful submission that our business plan is reasonable and attainable with mandatory distribution pursuant to section 9(1)(h) of the *Broadcasting Act* for an initial licence term of **seven years**. We have attached at **Appendix H** our seven-year financial projections, which show widespread distribution of our national multilingual and multi-ethnic programming service is essential to meet our extensive and exceptional programming





commitments.

K. ECGL's Proposal Meets all of the Criteria for Mandatory Distribution on the Digital Basic Service

87. ECGL's proposed national multilingual multi-ethnic television service meets all of the criteria for mandatory distribution on the digital basic service set out in BRP 2010-629. Indeed, our proposed national television service will contribute in a meaningful and exceptional way to the fulfillment of the policy objectives of the *Broadcasting Act*. These include the following key public policy objectives of the Act:

3(1)(d) "The Canadian broadcasting system should

- (i) Serve to safeguard, enrich and strengthen the cultural, political, social and economic fabric of Canada,*
- (ii) Encourage the development of Canadian expression by providing a wide range of programming that reflects Canadian attitudes, opinions, ideas, values and artistic creativity, by displaying Canadian talent in entertainment programming and by offering information and analysis concerning Canada and other countries from a Canadian point of view,*
- (iii) Through its programming and employment opportunities arising out of its operations, serve the needs and interests, and reflect the circumstances and aspirations, of Canadian men, women and children, including the rights of linguistic duality and multicultural and multiracial nature of Canadian society and the special place of aboriginal peoples within that society, and*
- (iv) Be readily adaptable to scientific and technological change;*
- ...*

(e) each element of the Canadian broadcasting system shall contribute in an appropriate manner to the creation and presentation of Canadian programming;



...

(f) each broadcasting undertaking shall make maximum use, and in no case less than predominant use, of Canadian creative and other resources in the creation and presentation of programming...

(g) the programming originated by broadcasting undertakings should be of high standard;

...

(i) The programming provided by the Canadian broadcasting system should

- (i) Be varied and comprehensive, providing a balance of information, enlightenment and,*
- (ii) entertainment for men, women and children of all ages, interests and tastes,*
- (iii) be drawn from local, regional, national and international sources,*
- (iv) Include educational programs and community programs,*
- (v) Provide a reasonable opportunity for the public to be exposed to the expression of different views on matters of public concern..."*

...

(r) the programming provided by alternative television programming services should

- (i) be innovative and be complementary to the programming provided for mass audiences,*
- (ii) cater to tastes and interests not adequately provided for by the programming provided for mass audiences, and include programming devoted to culture and the arts, reflect Canada's regions and multicultural nature..."*

88. In addition to making an exceptional contribution to Canadian cultural expression and original first-run programming, our proposed national





multilingual multi-ethnic television service will also satisfy the requirements set out at paragraph 10 of BRP 2010-629, which states that a service granted a mandatory distribution order pursuant to section 9(1)(h) of the *Broadcasting Act* should achieve the following:

- Serves to safeguard, enrich and strengthen the cultural, political, social and economic fabric of Canada;
- Is varied and comprehensive, providing a balance of information and entertainment programming at an affordable cost;
- Is drawn from local, regional, national and international sources;
- Includes educational and community programs; and
- Reflects and contributes to Canada's linguistic duality and ethno-cultural diversity, including the special place of Aboriginal peoples in Canadian society.

89. Indeed, our proposed service will achieve this through the breadth of our programming schedule as outlined above, our extensive reflection of Canada's multicultural communities, our active involvement in the communities that we will serve and the sage direction of our Advisory Council.

L. Conclusion

90. In light of the above, ECGL respectfully requests the Commission to approve our request for a new national multilingual multi-ethnic television service that will serve Canada's multicultural communities in all provinces and in all territories of the country. Our unique, innovative and inclusive media service will make an exceptional contribution to the fulfillment of the objectives of the *Broadcasting Act* and to Canadian cultural expression. As outlined above, our proposed national service will provide a rich, diverse and balanced programming schedule that will include highly informative, engaging, compelling and entertaining programming.

91. As also demonstrated above, our service very much meets the criteria for mandatory distribution on the digital basic service set out in BRP 2010-629. Indeed **our proposed national television service will help strengthen and celebrate Canada's diversity, democracy and multifaceted cultural**





fabric.

92. ECGL very much appreciates the opportunity to file this application. We are hopeful the Commission will approve our application.

All of which is respectfully submitted.